

Dave Eitland

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Objective

To assist in implementing the vision of an organization through the raising of millions of dollars. Teaching people to give in extraordinary ways to visionary causes.

Experience

29 years as a philanthropic professional serving all kinds of charities as a staff leader, manager, capital campaign director, major gift and planned giving officer, and donor relations

Employment

Grand Traverse Pavilions, Traverse City, MI 2012 – 2015
Development and Gift Planning Director

Responsibilities:

- Direct all major gift activity for Grand Traverse Pavilions Foundation
- Direct all planned giving activity for GTPF
- Do all gift planning for targeted donors
- Writing and Grantseeking
- Direct all gift processing, donor relations and stewardship
- Campaign director, *The Power of PACE* including planning and execution, \$3 million first time effort
- Educate board of directors on philanthropy
- Monitor and promote endowment giving
- Create annual giving program
- Regional speaker on philanthropy and planned giving
- Leader of Collaborative Philanthropy discussion working with colleagues to increase the overall base of giving in the region.

Grand Traverse Bay YMCA, Traverse City, MI 2008 – 2012
Director of Development and Marketing

Responsibilities:

- Primary responsibility for the direction of *New Y Capital Campaign*. Raised \$12 million to build first phase of new YMCA facility. Tasks included campaign planning, case development, goal setting, marketing, public speaking, enlistment and training of volunteers, development of materials, implementation and directing every step in the capital fundraising process.
 - o Re-created campaign broadening the major gift prospect base and volunteer solicitors
 - o Created materials, gift proposals, and grantseeking
 - o Continued partnership with Community Foundation in executing campaign
 - o One-on-one solicitation of major gift prospects
 - o Created and published monthly campaign newsletter

- o \$12 million raised to date
 - o Developed stewardship, communications, and recognition program
- Responsible for the annual fund called *Invest in Youth Community Appeal* to raise scholarship and financial assistance so that “no one is denied” the programs and membership of the YCA with a \$200,000 annual program.
 - o Planned, directed, and implemented a Board of Director community appeal for donations
 - o Created and published all collateral materials, presentations, internet networking and publishing of appeal
 - o Staffed 20 member YMCA Corporate Advisory Committee and its Annual Business Luncheon with the purpose of creating business community awareness of YMCA programs and donation need
 - o Created first LYBUNT and SYBUNT solicitation follow-up for annual gifts
 - o Created and maintained a giving website for the appeal
- Responsible for all marketing and public relations of the Y and its 65 programs
 - o Established working relationships with local community papers
 - o Created and coordinated program staff in writing bi-weekly column in regional weekly newspaper for 3 years.
 - o Established relationship with regional television outlets to feature Y programs
 - o Expanded website to provide more timely information to the community
 - o Supervised college interns in marketing for the Y
 - o Maintained Facebook pages, news blog, and Twitter presence for Y
 - o Crafted, edited, and produced quarterly brochure for 65 programs

Lake Superior State University Foundation, Sault Ste Marie, MI

Two positions:

Executive Director, LSSU Foundation

2003-2008

Executive Director of Development and Planned Giving

2002-2003

Responsibilities:

- Small regional university (3,000 students) where I was chief fundraising officer and Executive Director of its stand-alone philanthropic foundation
- First fundraising professional to be hired in the university’s history
- Reported to University President
- Reported to 30 member community board of directors
 - o Recruited, directed, and trained volunteers for service
- Created and implemented comprehensive fundraising plan for both entities
- Served on President’s Cabinet management team
- Increased endowment level from \$1.8 million to \$5 million through endowed scholarship, planned gifts, and estates
- Met or increased yearly annual fund goals of \$1 million to \$2 million annually using proven fundraising plans that I created
- Manager of a staff of 3.5 FTE excluding student and outside contracted staff
- As planned giving officer, implemented a regular newsletter to targeted prospects, created gift plans, and gave presentations to boards and university constituents on planned giving tools
- Lead solicitor of gifts over \$1,000 including five figure major and estate gifts
- Doubled major gift base from 160 to 320 donors
- Planned, implemented, and directed all capital campaigns

- o Completed campaign and created recognition for \$6.9 million arts center. Created and implemented the *Have a Seat* campaign
- o Cooper Gymnasium Floor Campaign, 13 month campaign raising \$300,000 and created 25% new donors
- o Began vision and planning process for comprehensive \$25 million campaign. (South Hall classroom building)
- Team leader for Banner university wide database conversion

Phoenix Children's Hospital, Phoenix, AZ
Director of Major Gifts

2000-2001

Responsibilities:

- Lead person in a 20 member foundation staff for creating gifts of \$5,000 more
- Member of foundation staff management team
- Founded, planned and implemented first planned giving program. Hired and supervised first planned giving staff person
- Planned, implemented and directed \$30 million capital campaign for new hospital
 - o Organized within the campaign four different appeals including boards, medical staff, employees, and community members. Made direct presentations and solicitations.
 - o Chair of staff campaign committee
 - o Responsible for all grant seeking
- In 2000, received cash and pledges of \$7.7 million for the campaign, grants of \$3 million, realized planned gifts of \$500,000
- In 2001, received cash and pledges of \$5.5 million for the campaign, grants of \$1.5 million, and secured first endowed chair for organization (\$1.5 million)

Consultant, Lake Oswego, OR
Consultant

1999 – 2000

Responsibilities:

- Independent consultant working with non-profits and a consulting firm in the areas of vision building, major gifts, planned gifts, endowment building, marketing, campaign direction, and internet prospect research. Contracts included:
 - o Portland Rescue Mission, Portland, OR creating a planned giving and endowment program
 - o Pinson Philanthropic Advancement, Portland, OR writing grants, writing requests for proposals for service and managing capital campaigns for:
 - Portland Children's Museum \$10 million campaign
 - Willamette View Retirement Community \$1.5 million campaign

Oregon Graduate Institute of Science and Technology, Beaverton, OR
Associate Director of Development

1996 - 1999

Responsibilities:

- Number two person on a seven person advancement staff
- Directed the Annual Fund
- Directed the major gift effort (\$10,000 or more)

- Directed giving societies called the Quantum Society and the Chief Executive Roundtable ('96 & '97)
- Directed all planned giving
- Office administration including staff hiring and information management
- Served on Institute's Educational Marketing Committee
- Responsible for donor development, fundraising planning, created presentations, and web page design
- In 1996-97, the annual fund goal was \$750,000 and made \$853,000 with capital projects of \$1.2 million
- In 1997-98, the annual fund goal was \$750,000 and made \$725,000 with capital projects of \$6.2 million

STAGE at the historic Elsinore Theatre, Salem, OR

Two positions:

Acting Executive Director

May – September 1996

Responsibilities:

- Chief executive officer for a performing arts center
- Tasks included board development, staff supervision and evaluation, auditorium management, marketing, selection-booking-promotion for performance season
- In addition to director of development tasks listed below:

Director of Development

1994 – 1996

Responsibilities:

- Lead a two-person fundraising office for a start-up charity in performing arts with a \$450,000 budget
- Tasks included donor relations, development planning, grant seeking, annual and capital fundraising, board training, major gift solicitations, materials, fund raising letters, webpage, press releases, and editor of newsletter
- Tripled membership in 1994/1995
- Developed and implemented special appeal to purchase the Capitol Theatre that raised \$125,000 in 60 days
- Developed and implemented a special appeal to purchase a Steinway D Concert Grand Piano. *88 Keys Appeal*
- Secured \$60,000 grant for restoration of the Mighty Wurlitzer Organ
- Created donor stewardship program
- Pre-campaign planning for a \$7.8 million capital campaign

Lutheran Brotherhood, Portland, OR (now Thrivent Financial)

Financial Planner

1993 - 1994

Responsibilities:

- Trained to be a financial planner for Lutherans in an assigned territory
- Created financial, estate, and charitable plans for clients
- Licensed by the State of Oregon for life, health, and variable products
- Registered representative in securities (NASD)
- Partnered with another charitable planner to create Lutheran Trust Advisors to aid congregations in the creation, marketing, and education of mission

endowment funds to their members for the benefit of the congregation and the Lutheran Church

University of Portland, Portland, OR
Director of Development

1992-1993

Responsibilities:

- Reported to the Vice President of Advancement
- Chief fundraising officer for university
- Created and implemented strategic fundraising plans, goal setting and objectives
- Supervised a 10 person development staff and a \$750,000 budget
- Wrote policies and procedures for office
- Solicited major gifts, endowment, and scholarship funds through personal solicitations
- Staffed volunteer fundraising committees by academic discipline
- Directed development special events
- Lead feasibility study for a \$100 million capital master plan called *Partners in Preeminence*
- Team leader for Banner university wide database conversion

Don J. Pinson Associates, Portland, OR
Fundraising Consultant

1990 – 1992

Responsibilities:

- Created, implemented, and directed capital campaigns for charitable clients
- Tasks included development of campaign plan, case development, feasibility studies, goal setting, campaign volunteer enlistment, volunteer training, materials development, follow-up on every aspect of campaign, and donor recognition.
- Campaigns included:
 - Building program, King of Kings Lutheran Church, Renton, WA, \$250,000
 - Building program, Mason United Methodist Church, Tacoma, WA, \$565,000
 - Building program, Our Savior's Lutheran Church, Lake Oswego, OR, \$1.1 million
 - Building program, First United Methodist Church, Olympia, WA, \$575,000
 - Stewardship program, Our Savior's Lutheran Church, Lake Oswego, OR, \$750,000
 - Development program, Samaritan Counseling Center, Portland, OR, on-going consultation
 - Building and annual budget, Church of All Saints (Catholic), Portland, OR, \$750,000
 - Capital program, Friendly House, Portland, OR, \$1.5 million
 - Special appeal, Mason United Methodist Church, Tacoma, WA, \$230,000
- Supervised office computer network and training on software
- Supervised office support staff

Lutheran Laity Movement for Stewardship Fundraising and Counseling Service
Evangelical Lutheran Church in America (ELCA), Chicago, IL, national office
(Predecessor was Lutheran Church in America[LCA], New York, NY)

Two Positions:

National Mission Appeals Follow-up Program

National Program Director

1988 – 1990

Responsibilities:

- Directed follow-up appeal combining three national appeals with \$55 million in total donations by 8,803 congregations. Appeals known as *The AELC Fund Appeal*, *Commitment to Mission*, and *One in Mission*
- Created and implemented plan approved by National Transition Committee
- Monitored a \$3.6 million budget
- Directed 5 field staff working with 63 synodical bishops and committees
- Directed 5 major gift staff working throughout the national church
- Directed 6 office staff working with 90,000 donors in a multi-level national church organization.
- Coordinated a national award winning communication effort to 11,300 congregations called *American Mission Sunday*
- Directed all information management related to appeals, staff computers, electronic bulletin board systems including staff training on systems

Lutheran Laity Movement for Stewardship

Fundraising Counselor

1985 – 1987

Responsibilities:

- Directed wide area campaigns for synods (church jurisdiction)
- Tasks included campaign direction, volunteer training and management, administration, committee supervision, public speaking, major gift solicitation, material and media development in a multiple congregation area
- Campaigns included:
 - *One in Mission Appeal*, Maryland Synod (LCA), 175 congregations in Delaware, Maryland, and the District of Columbia. Goal: \$1,072,029; Realized gifts: \$1,437,037
 - *One in Mission Appeal*, Metropolitan New York Synod (LCA), 170 congregations in the greater New York City and Long Island area. Goal:\$1,404,000; Realized gifts: \$1,500,177

Education

Augustana College, Sioux Falls, SD, BA – Political Science

Luther Northwestern Theological Seminary, St. Paul, MN, Ministry

- Attend 3 ½ years of graduate school until I changed my vocation and went into professional philanthropy

Electronic Information Management

- 29 years of experience using electronic equipment and software for fundraising purposes

- Team leader for data conversion at two universities
- Consulted with nonprofits on fundraising software needs
- Have used most donor tracking software currently on the market
 - Four years experience on Raiser's Edge software
 - One year experience on Donorperfect
 - Five years experience on Blackbaud products
- 29 years of experience on MS Office products including Word, Excel, Powerpoint, Access. Trained staff on use of these products (don't you miss MultiPlan?)
- Taken classes in HTML and web design
- Created blogs, Facebook pages, and Twitter for fundraising. Learned social networking from college interns
- Created e-newsletters using Constant Contact for donor and member communications

Career Continuing Education - *present and past*

- Quarterly training on insurance, securities, and financial tools to benefit clients as a financial planner
- Participant, Fundamentals and Dynamics of Fundraising, The Fundraising School
- Participant, Fundraising through Direct Mail, Keye Productivity Center, Kansas City, MO
- Participant, Planned Giving: Getting the Proper Start, Center for Philanthropy, Indiana University
- Participant, Northwest Planned Giving Conferences, Portland, OR
- Participant, Advanced Charitable Planning Conference, Northwest Planned Giving Roundtable, Portland, OR
- Participant, Advanced Seminar, Estate Planning Council of Portland, OR
- Participant, School of Evangelism, Billy Graham Association, Lake Louise, CA
- Participant, monthly inservice educational opportunities for staff of a long term care community.

Affiliations and Fun

- President, Kiwanis Club of Traverse City, 2012-2013, 89th president
- Member, Northwest Michigan Development Directors, Traverse City, MI
- Speaker on philanthropy, stewardship, capital campaigns, and planned giving to area charities and boards.
- Work with regional charities as volunteers on issues of startup and philanthropy.
- Author of a blog, <http://gtphilanthropy.blogspot.com/> , Grand Traverse Philanthropy, as a scrapbook of philanthropic experience and tidbits.
- Grace Episcopal Church, Traverse City, MI
 - Worship, stewardship, lector, communication team, bible teacher, blog writer
 - Board member of separate foundation
- Member, Partnership in Philanthropic Planning, Western Michigan Chapter (past)

Past Affiliations

- Vice President and Member, Planned Giving Roundtable of Arizona

- Committee Member, *Leave a Legacy Arizona*, Phoenix, AZ
- Teacher, Adult Bible Study, Pilgrim Lutheran Church, Portland, OR
- Member, Northwest Planned Giving Roundtable, Portland, OR
- Member, Willamette Valley Development Officers, Portland, OR
- Member, Association of Lutheran Development Executives (ALDE)
- Member, Oregon Synod ELCA Council (board of directors), Portland, OR
- Chair & Founder, Oregon Synod Endowment Fund, Portland, OR
- Committee Member, Third Annual Grantmakers/Grantseekers Symposium, Portland, OR
- Teacher and Coordinating Council Member, Three Lakes Lay Academy, St. Ignace, MI
- Teacher, Men's Bible Study, St. James Lutheran Church, Rudyard, MI
- Member, Board of Directors, Hospice of Eastern Upper Peninsula[EUP] (MI)
- Member, Endowment Committee, Hospice of Eastern Upper Peninsula (MI)
- Member, Board of Directors, Rotary Club of Downtown Sault Ste Marie (MI)
- Member, Great Lakes Synod ELCA Council (board of directors), Marquette, MI
- Supply Preacher, area Lutheran and Presbyterian Churches, EUP, MI
- Presenter of campaign concepts, endowment building & planned giving, and founding nonprofits to area boards of directors on a volunteer basis.

July 2015